



Broadband *View*

A Presentation for Commissioner Meredith Attwell Baker

Who We Are

- Market research, analytics and consulting firm
 - Founded in 1984
 - Constituent Company of TRG Holdings
 - Headquartered in Laurel, MD
- TRG Holdings
 - Headquartered in Washington, DC
 - 6,000+ employees
 - Multi-industry expertise
 - Automotive | Travel & Leisure | Retail | Financial Services | more



Broadband View

- **Description:**
 - A turnkey, blended approach for measuring and tracking internet and broadband adoption and usage
- **Purpose:**
 - Establish a baseline and track meaningful analytics such as:
 - Internet and broadband penetration
 - Gross flow share
 - Net gain
 - Barriers to adoption
 - Detail results by geography, provider, technology, etc.
- **Value Proposition:**
 - Serves as an objective, 3rd party tool to measure and map provider services
 - Provides a mechanism to effectively quantify the impact of market factors e.g., emerging technologies, enhanced architecture, macro economic forces, applications and usage, etc.
 - Enhances forecasting models with reliable, behavioral data
 - Supports critical, strategic decisions with accurate and dynamic broadband mapping



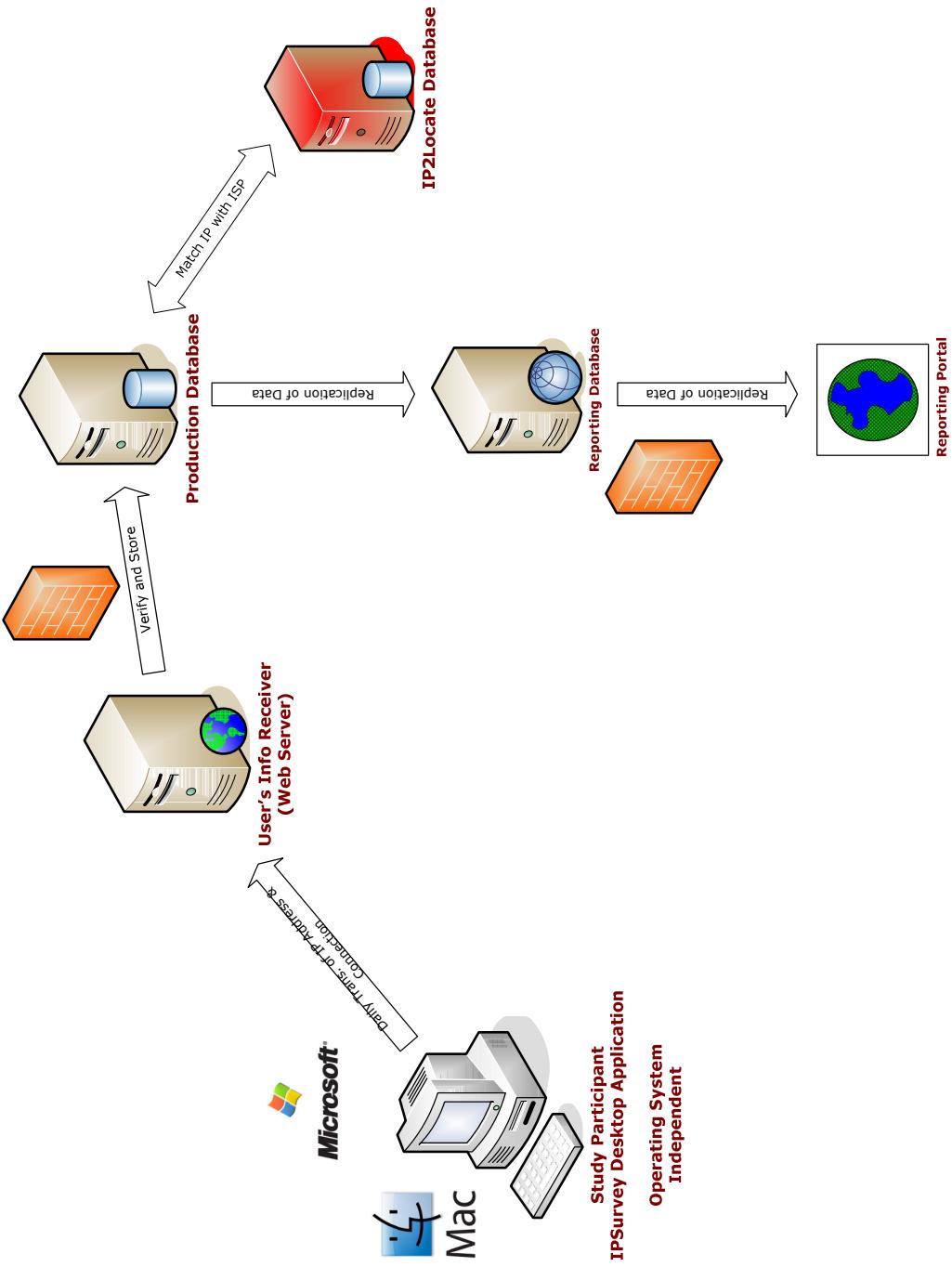
Benefits of Solution

- Solution relies on actual data
 - Traditional research companies use survey methods which have a greater source of error
 - Minimum response burden
 - Less attrition
 - Greater longitudinal data set for analysis change
- Solution collects a robust set of longitudinal data
 - Data is collected every day from each internet panelist
 - Results yield greater accuracy than one-time measurement
 - Panel can serve as a convenient sample for survey research

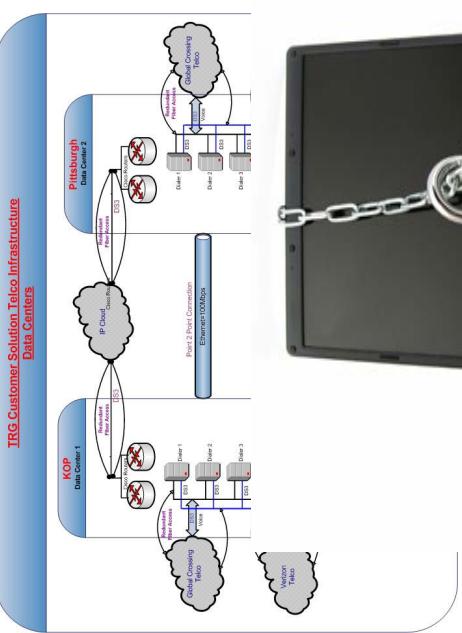
"83% of broadband users can't say what their home connection speed is, even though 1/3 pay extra for more speed" – Pew Internet and American Life Project



Broadband View: End to End Process



Security



- **Network Security:**

- » **Fully Redundant Network Architecture**
- » **Connectivity Double Engineered**

- **Study Participant System Security:**

- » **Functionality and access limited to capture of IP address only**
- » **Not authorized to open communication ports**
- » **Completely transparent**



- **Data Security:**

- » **TRG Networks are PCI Compliant**
- » **All data encrypted**
- » **SSL Certificates for all web servers**

Recruiting Plan

- Study Premise
 - National research study examining:
 - Internet adoption and usage
- Purpose
 - Identify areas with limited internet and broadband access
 - Leverage information to improve internet and broadband adoption
- Participants
 - Internet HHS
 - Non-internet HHS
- Motivation for Participation
 - Increased access to information can improve quality of services and standard of living
 - Sweepstakes with monthly drawings



Non-Internet Household Experience

- Monthly “Stay In Touch” Postcard
 - Toll-free number for any questions or to report change in status
 - Notification of sweepstakes status
- Quarterly Phone Call
 - Purpose: To confirm internet status
 - If internet acquired – moved to internet flow



“Of those 20 million disconnected households, only 7% plan on subscribing to an internet service within the next 12 months.” – Parks Associates

Internet Household Experience

- Info to be captured:
 - Contact Information
 - Demographic Information
 - Number and type of connections
 - Internet Usage
 - Provider
 - Connection Speed



trg SKY

Internet Household Experience

- Email to customer with personalized link to download software
- Within 24 hours of the recruitment call
- Verification of info provided on call
- Customer will verify the information provided and begin download of Broadband View software
- Provide them with contact information for questions and information in email as well as on the website



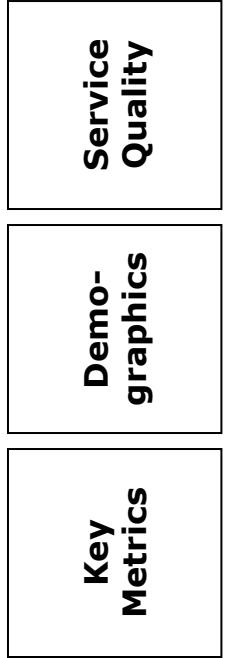
Reporting

- Automated reporting solution
 - Detailed planning and rigorous QA upfront
 - Weighting
 - Custom reporting
- Custom reports to deliver:
 - Key metrics
 - Multiple views (snapshots, time series, etc)
 - Geography (Nation to zip code)
 - Segmentation
- Dynamic Query Tool

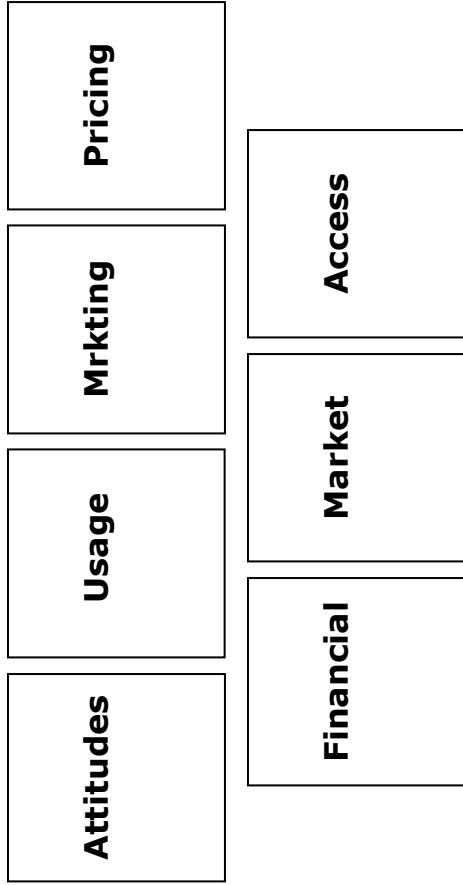


Value of Data Integration & Reporting

Core Solution Elements



Additional Elements



• Reporting

- Snapshots of market
- Time-Series Analysis
- Ranking Reports
- Drill Downs

• Influence of:

- Service Quality
- Pricing & Promotion
- Economy
- Technology

Thank You

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